















International Bond Prices—Week of Oct. 1

Provided by White Weld Securities, London; a Division of Financiere Credit Suisse—First Boston

RECENT ISSUES

Table listing recent bond issues with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

STRAIGHT BONDS All Currencies Except DM

Large table listing straight bonds in various currencies, including Australia, Canada, and the UK, with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Table listing various international bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Table listing various international bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Table listing various international bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Table listing various international bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Table listing various international bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

HIGHEST YIELDS to Average Life Below 5 Years

Table listing highest yields for bonds with average life below 5 years, including titles like '10 1/4% 1985' and '10 1/2% 1985'.

HIGHEST YIELDS to Average Life Above 5 Years

Table listing highest yields for bonds with average life above 5 years, including titles like '10 1/2% 1985' and '10 3/4% 1985'.

HIGHEST CURRENT YIELDS

Table listing highest current yields for various bond categories.

Table listing various international bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Table listing various international bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Table listing various international bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Table listing various international bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Table listing various international bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Table listing various international bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Table listing various international bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Table listing various international bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

DM STRAIGHT BONDS

Table listing DM straight bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Table listing DM straight bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Table listing DM straight bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Table listing DM straight bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Table listing DM straight bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

Large table listing various international bonds with columns for Amt, Security, Coupon, Issue Pr., Mid Pt., Yield, and Maturity.

WestLB advertisement for Eurobonds, DM Bonds, and Schuldscheine, including contact information for Dusseldorf, London, Luxembourg, and Hong Kong.



Handwritten signature/initials in a box.

World Bank, IMF Adjourn on Negative Note

By Clyde H. Farnsworth
New York Times Service
WASHINGTON — The World Bank and International Monetary Fund concluded their 35th annual meeting on the twin notes that world economic conditions would get worse before they get better and that there is a strong need to coordinate anti-inflationary policies to avoid a world depression.

and "desperate poverty," Treasury Secretary Donald T. Regan pointed to a silver lining in the clouds. "There is reason to expect gathering economic strength in many industrial countries over the coming year," he insisted.

Federal Reserve tight money policies and the fight for budget restraint in the United States, said, "The burden being placed on monetary policy is undoubtedly excessive. To be effective, monetary policy must be supported by a coherent, sound fiscal policy."

monetary system, in which nations would seek to keep their currencies within a range of permissible gold price fluctuations, would bring financial stability and benefit all countries. But his remarks aroused little interest.



Jacques de Larosiere

Soviets Say They May Sell Gold to Help Fund Imports

MOSCOW — The chairman of the Soviet state bank, Gosbank, says Moscow gives high priority to increasing its gold reserves but is prepared to sell the precious metal to correct imbalances in trade with the West.

Vladimir Alkhimov, the Gosbank chairman, said fluctuations of the capitalist market sometimes led to unexpected declines in Soviet export revenue.

U.S. Rescinds Curbs on Gasoline Exports

WASHINGTON — The United States has lifted export controls on gasoline and jet fuel first imposed after the Arab oil embargo, saying they are no longer needed to insure "adequate supplies" for U.S. consumers.

The lifting of controls came as a surprise to the oil industry, currently focused on a similar issue of far larger dimensions, the continuing limits on the exports of Alaskan North Slope crude. Those limits cannot be removed without congressional approval.

"We think, frankly, there will not be any surge in exports," said Vincent DeCain, a Commerce Department export specialist.

EMS Realignment Greeted With Cautious Approval

(Continued from Page 7)
percent of the last three years was excessive. Both the Italian government and the Bank of Italy said the effects of the lira's realignment on prices and inflation would be extremely limited.

valuing the mark with the aim of internal stability, Italy succeeded in obtaining a solution which reduces the downward variation of the lira and of the franc to a minimum," the statement said.

Fed's Squeeze Play Beginning to Show Success

(Continued from Page 7)
worried that the Fed might cave in. Now they are beginning to worry that they may not cope out. Mr. Gramley added: "It is easy to sit here from a textbook knowledge and say it is worth it. It is another thing to convince the people who are suffering that it is worth it."

rest of the year, Fed officials still maintain that M-1B, both adjusted and unadjusted, will still be below the bottom of the target range by the end of 1981.

rate of increase in wage settlements begins to decline. That makes 1982, the beginning of the next round of major labor talks, a critical year for the Fed and inflation.

could hasten a turnaround of inflation expectations. But doubts still linger. H. Erich Heinemann of Morgan Stanley & Co. in New York, worries that the effort this summer to lift M-1B might backfire.

Advertisement for United Mexican States U.S. \$ 700,000,000 Medium Term Credit. Includes logos for BEC and UNIBANQUE EUROPEENNE DE CREDIT, and a list of participating banks from various countries.

Advertisement for European Investment Bank Luxembourg, Swiss Francs 80,000,000. 7 3/4% Bonds of 1981 due 1991. Includes logo for BEIEB and a list of participating banks from various countries.

Advertisement for International Income Fund, provides the following choice of investments: Short Term 'A' Units, Short Term 'B' Units, Long Term Units.

Advertisement for Gold Options (prices in \$/oz.), table with columns for Price, Nov., Feb., May 1982.

Advertisement for The multinational bank for international finance. Banque Européenne de Crédit Boulevard du Souverain 100 B-1170 Brussels.

Advertisement for UNIBANQUE EUROPEENNE DE CREDIT, listing various branches and services.

# International Bond Prices - Week of Oct. 1

Provided by White Weld Securities, London; a Division of Financiere Credit Suisse - First Boston

Amr	Security	Yield	Price	Conv.	Yield	Price	Conv.
		%			%		
100	100% 1981	10.00	100.00		10.00	100.00	
101	100% 1982	10.50	100.00		10.50	100.00	
102	100% 1983	11.00	100.00		11.00	100.00	
103	100% 1984	11.50	100.00		11.50	100.00	
104	100% 1985	12.00	100.00		12.00	100.00	

## CONVERTIBLE BONDS

Amr	Security	Yield	Price	Conv.	Yield	Price	Conv.
		%			%		
105	100% 1981	10.00	100.00		10.00	100.00	
106	100% 1982	10.50	100.00		10.50	100.00	
107	100% 1983	11.00	100.00		11.00	100.00	
108	100% 1984	11.50	100.00		11.50	100.00	
109	100% 1985	12.00	100.00		12.00	100.00	

### HIGHEST CURRENT YIELDS

On convertibles having a conversion premium of less than 10%

Security	Yield	Price
110	10.00	100.00
111	10.50	100.00
112	11.00	100.00
113	11.50	100.00
114	12.00	100.00

### Chicago Exchange Options

For the Week Ending October 2, 1981

Option & price	Oct	Jan	Apr	Jul	Oct	Jan	Apr	Jul	Oct
115	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
116	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
117	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

NEW YORK (AP)—Weekly Over the Counter stocks, giving the high, low, and last bid prices for the week with the net change from the previous week's last bid prices. All securities published by the National Association of Securities Dealers, Inc. are not actual transactions but are securities that have been sold. Prices on net include retail margin, markdown or commission. Sales supplied by NASD.

Symbol	High	Low	Last	Net	Change
AAEQ	100.00	99.00	99.50	+0.50	
AAEQ	100.00	99.00	99.50	+0.50	
AAEQ	100.00	99.00	99.50	+0.50	

## Over-the-Counter

Symbol	High	Low	Last	Net	Change
AAEQ	100.00	99.00	99.50	+0.50	
AAEQ	100.00	99.00	99.50	+0.50	
AAEQ	100.00	99.00	99.50	+0.50	

## American Exchange Options

For the Week Ending Oct. 2, 1981

Option & price	Oct	Jan	Apr	Jul	Oct	Jan	Apr	Jul	Oct
118	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
119	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
120	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

10/10/81

Florida State Upsets Ohio State, 36-27

From Agency Dispatches
COLUMBUS, Ohio — Quarterback Rick Stockill passed for 299 yards and two touchdowns Saturday to lead Florida State to a 36-27 college football victory over previously undefeated Ohio State.

Stockill completed 25 of 41 pass attempts and three touchdown passes of 14 yards to Tony Johnson and 7 yards to Sam Childers.

Florida State overcame a record-setting passing performance by Ohio State's quarterback, Art Schlichter, who completed 31 of 52 attempts for 458 yards and two touchdowns.

The previous single game yardage record was 312, set by John Bortan against Washington State in 1957. Schlichter also broke the school records for completions and attempts.

After the Seminoles took a 30-21 lead in the third quarter on Stockill's second touchdown pass, Schlichter moved Ohio State to the 2-yard line on a 63-yard pass from Schlichter to Gary Williams. But the Buckeyes failed to score on three running plays, and tight end Brad Dwell dropped a fourth-down pass from Schlichter in the end zone.

Florida State then moved 99 yards in nine plays for what proved to be the winning touchdown, with Rick Williams going in from the 3-yard line.

USC 56, Oregon State 22
In Corvallis, Ore., tailback Marcus Allen rushed for 233 yards on 35 carries as top-ranked Southern California rolled over Oregon State, 56-22, in a Pacific-10 Conference game.

Allen, who sat out the final quarter, became the first college player to gain more than 300 yards on 65 consecutive games. The 6-foot-2, 202-pound senior has gained 925 yards this season, breaking the four-game record of 905 yards set by Greg Pruitt of Oklahoma in 1971.

Allen scored on runs of 30, 8 and 13 yards and the Trojans took a 42-17 halftime lead.

Penn State 30, Temple 0

In University Park, Pa., tailback Curt Warner, the nation's second-leading rusher, scored two touchdowns as Penn State shut out Temple, 30-0. Warner carried 22 times for 117 yards to boost his season rushing total to 496 yards. He scored the Nittany Lions' first two touchdowns on runs of 3 and 19 yards.

Pittsburgh 42, South Carolina 28
In Columbia, S.C., Dan Marino threw six touchdown passes, a school record, as Pittsburgh beat South Carolina, 42-28.

After being thwarted at South Carolina's 8-yard line on their first offensive drive, the unbeaten Panthers scored on a Marino pass the next three times they had the ball. They increased their lead to 35-0 in the third quarter.

Marino, a junior, also established a school career record of 38 touchdown passes. Matt Cavanaugh threw 32 touchdown passes for Pittsburgh between 1974 and 1977.

North Carolina 28, Georgia Tech 7
In Atlanta, quarterback Rod Elkins scored the tie-breaking touchdown in the third quarter and passed for another score 55 seconds later in North Carolina's 28-7 victory over Georgia Tech in the Atlantic Coast Conference.

Two plays after Elkins' 1-yard touchdown run, the Tar Heels recovered a fumble at the Tech 31, and they scored on a 3-yard pass from Elkins to Tyrone Anthony.

Iowa State 7, Oklahoma 7
In Norman, Okla., tailback Dwayne Crutchfield ran 3 yards for a touchdown midway through the fourth quarter to give Iowa State a 7-7 tie with Oklahoma in a Big Eight Conference game. The Sooners had taken a 7-0 lead on a 16-yard run by Steve Sewell, a freshman halfback, on their second possession. Late in the game, Iowa State had a first down on the Oklahoma 9-yard line, but Crutchfield could get no closer than the 6 in three carries.

Notre Dame 20, Michigan State 7
In South Bend, Ind., tailback Greg Bell scored a pair of first-quarter touchdowns as Notre Dame ended a two-game losing streak with a 20-7 victory over Michigan State.

Michigan 38, Indiana 17
In Bloomington, Ind., Butch Woolfolk rushed for 176 yards and two touchdowns as Michigan beat Indiana, 38-17, in the Big Ten.

Texas Christian 28, Arkansas 24
In Fort Worth, Texas, Steve Stamp threw a pair of fourth-quarter touchdown passes to Stanley Washington as Texas Christian rallied for a 28-24 Southwest Conference victory over previously unbeaten Arkansas.

Yale 23, Navy 19
In New Haven, Conn., John Rogan passed for 202 yards and Fred Leone recovered three fumbles as Yale scored a 23-19 victory over Navy. The unbeaten Elis erased a 19-16 deficit late in the game on a 24-yard run from Rogan to Curt Grieve after a short Navy punt.

Missouri 14, Mississippi State 3
In Jackson, Miss., Bobby Meyer ran 4 yards for one touchdown and caught a 2-yard pass for another as defeated Missouri beat Mississippi State, 14-3.

Alabama 38, Mississippi 7
In Tuscaloosa, Ala., Alabama used a fumble recovery and an intercepted pass to set up first-half touchdowns runs by Jeff Fagan and Linnie Patrick and went on to defeat Mississippi, 38-7. It was Bear Bryant's 310th coaching victory.

Selected Weekend College Football Results

Table listing college football results from various conferences including the Southeastern Conference, Big Eight Conference, and others.

Transactions

BASEBALL
Noticed League
ATLANTA BRAVES—Suspended John Monaghan...

Over-the-Counter

Table showing over-the-counter market data for various stocks, including volume, bid, ask, and price.

Treasury Bills

Table showing Treasury bill yields for various maturities from 15 days to 30 years.

Mutual Funds

Table showing mutual fund performance and prices as of October 2, 1981.

More Sports On Page 13

U.K. Telecom Severed From Post Office

NEW YORK TIMES Service
LONDON — Britain's unitary approach of keeping telephone, telecommunications and postal services in one organization — the British Post Office — ended last week when British Telecom, which operates Britain's telephone and telecommunications system, was formally split from the Post Office.

Kredietruks Indices

Table showing credit index data for various countries and currencies.

Consolidated Trading Of NYSE Listings

Table showing consolidated trading data for NYSE listings, including volume, high, low, and change.

Advertisement for SENIOR EXECUTIVE POSITIONS, featuring a table with columns for Position, Salary, Employer, Locat., Qualifications, Contact, and Source.

Consolidated Trading Of AMEX Listings

Table showing consolidated trading data for AMEX listings.

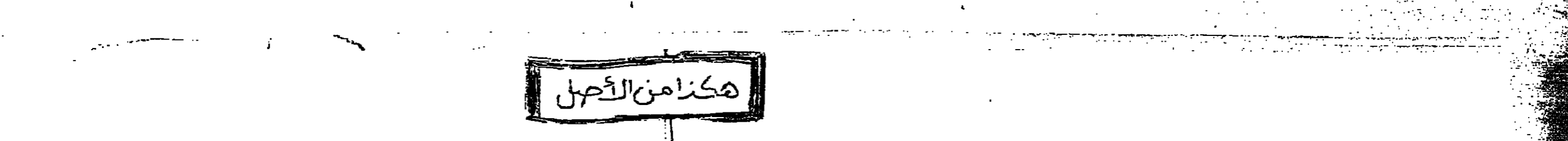
Consolidated Trading Of NYSE Listings

Table showing consolidated trading data for NYSE listings.

Consolidated Trading Of NYSE Listings

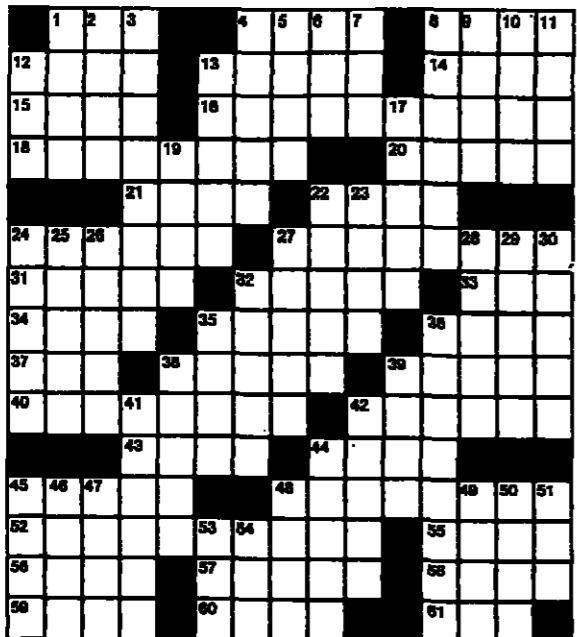
Table showing consolidated trading data for NYSE listings.

Large advertisement section containing classified advertisements and escort services, including 'ESCORTS & GUIDES', 'CLASSIFIED ADVERTISEMENTS', and 'GENEVA - JADE'.



CROSSWORD

By Eugene T. Malachuk



- ACROSS
1 Smith and Hirt
4 Word with side or bog
8 Nostra
12 Twist
13 Prefix with liminal or national
14 River in England
15 Munich's river
16 Sorcery
18 Tiny amounts
20 Rand's "Shrugged"
21 Sins
22 Yawn
24 Exposed
27 Staubach threw these
31 Sew loosely
32 Straight-edged
33 Eerie flier
34 Superlative suffixes
35 Seraglio
36 Had on
37 Lunched
38 Vaccines
39 Freeway sign
40 Revolutionary War mercenaries
42 Post office employee
43 All (eager to hear)
44 Pump, e.g.
45 Of the air
48 Sci-fi flick
52 Author of "Dracula"
55 Spread on rye
56 In one's birthday suit
57 Old-womanish
58 Take charge
59 King or Arkin
60 Persian's neighbor
61 T-man, for one
DOWN
1 In addition
2 Bilo feast
3 These got in Medusa's hair
4 Parthenon and Colosseum, e.g.
5 Chooses
6 Curve
7 Dit's companion
8 Nick of fiction
9 Ellipsoidal
10 Lounge
11 Pismires
12 Little girl's nickname
13 Excalibur was one
17 Prance
19 Algonquian
22 Intent looks
23 Particle
24 Haitian voodoo
25 Adhesive
26 Kefauver
27 Garnishes, in a way
28 Cancel a missile launch
29 Outsize
30 Guide
32 Showers
33 Kind of trout
36 Lychenthrope
38 Small vessels
39 Person of Arab-Berber descent
41 Matos, purser at al.
42 Portion
44 Stone slab
45 Eban of Israel
46 Russian river
47 -avis
48 Slide
49 Away from the wind
50 Scan
51 Turf
53 Headgear with kilts
54 Unit

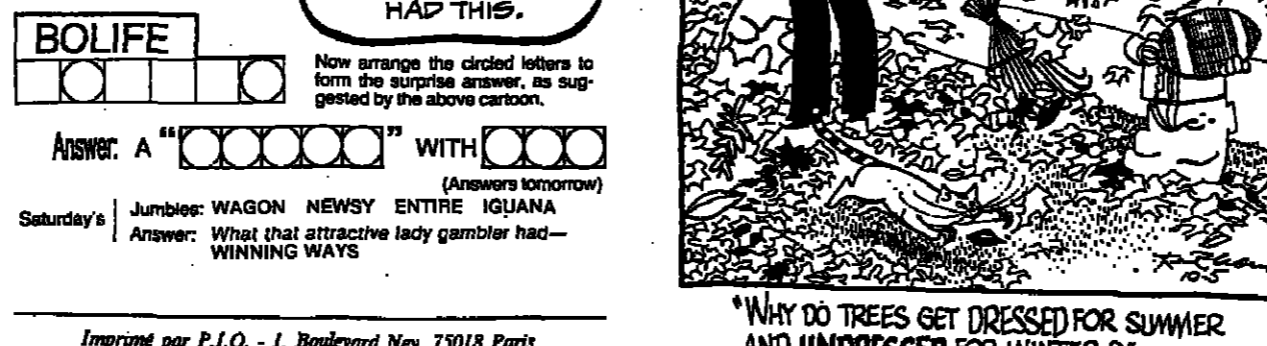
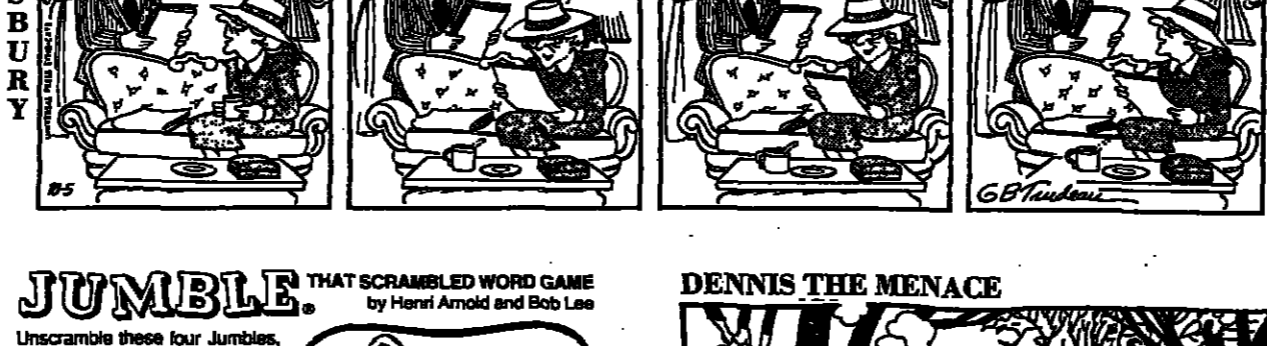
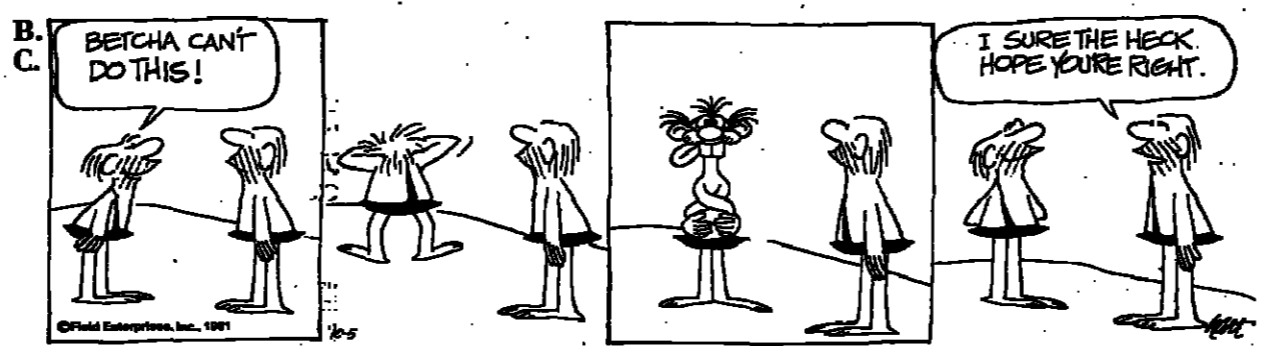
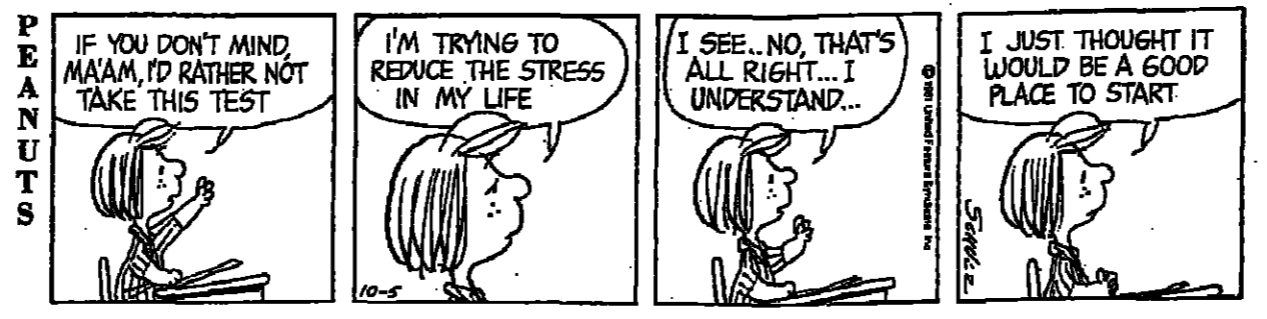
WEATHER

Table with columns for High, Low, and weather conditions for various cities including ALGERIE, AMSTERDAM, ANKARA, ATHENS, AUCKLAND, BANGKOK, BEIRUT, BELGRADE, BERLIN, BOSTON, BRUSSELS, BUCHAREST, BUDAPEST, BUENOS AIRES, CAIRO, CASABLANCA, CHICAGO, COPENHAGEN, COSTA DEL SOL, DAMASCUS, DUBLIN, EDINBURGH, FLORENCE, FRANKFURT, GENOVA, HELSINKI, HONG KONG, HOUSTON, ISTANBUL, JERUSALEM, LAS PALMAS, LIMA, LISBON, LONDON, LOS ANGELES.



The Character of Aquascutum Classic British coats at their best. In fine shops throughout Europe. Aquascutum 100 REGENT STREET LONDON

ASK FOR IT EVERY DAY. EVERYWHERE YOU GO. International Herald Tribune We've got news for you.



BOOKS

THE LAST AMBASSADOR

By Bernard and Marvin Kalb. 276 pp. \$13.50. Little, Brown & Co., 34 Beacon St., Boston, Mass. 02106.

Reviewed by Richard F. Shepard

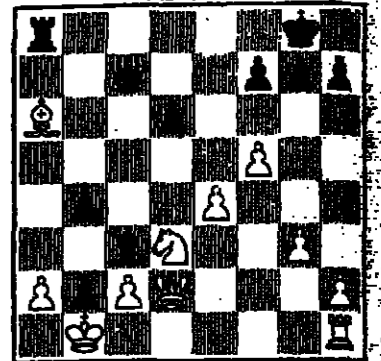
REMEMBER the puzzler that wonders why, when we are struck by natural beauty, we say it looks like a painting and when we are struck by a painting, we say it looks so real? This comes to mind with "The Last Ambassador," a first novel by Bernard and Marvin Kalb, brothers who are not only crackjack broadcast journalists but who have also demonstrated what they can do in nonfiction books.

It is about Vietnam, the fall of Saigon in 1975. The U.S. ambassador feels that his country's honor demands sending aid to South Vietnam even after the end is known to be inevitable. The other protagonist, a young CIA agent in the embassy who is in love with the ambassador's daughter, favors negotiation with the north to forestall a complete Communist takeover.

CHESS

By Robert Byrne

THERE is a player on the international tournament circuit who is notorious for prematurely resigning. Unwilling to suffer — as one must in a clearly inferior position — he gives up at the first provocation.



Thus, after 29... Q-B3; 30 Nxf4; 31 B-N3, N-B3, DeFirmian did not have to worry about his king but rather how he might use his extra pawn to win the bishops-of-opposite-color position.

The much too aggressive 12 0-0-0?!, Q-B2; 13 P-B5? (aiming for 14 PxP, PxP; 15 B-R3) was beaten back by Grefe's 13... P-N5; 14 N-N1, P-K4, and now it was the White king's situation that had become critical.

However, Grefe failed to press his attack with 18... P-R6, one point being that DeFirmian could not then keep his king position closed with 19 P-N3 because 19... N-R4 would create the insidious threat of 20... Q-B6! Later, after 20... N-B4, Grege again could have had a powerful attack with 20... P-R6!

RADIO NEWCASTS

BBC WORLD SERVICE

Table with columns for Western Europe, Eastern Europe, Middle East, and South Asia, listing times for various programs.

VOICE OF AMERICA

Table with columns for Western Europe, Middle East, and South Asia, listing times for various programs.

RADIO CANADA INTERNATIONAL

Table with columns for Western Europe, Middle East, and South Asia, listing times for various programs.

JUMBLE

Unscramble these four Jumbles, one letter to each square, to form four ordinary words. KEROP, VURGE, SYTHAN, BOLIFE.

DENNIS THE MENACE



'WHY DO TREES GET DRESSED FOR SUMMER AND UN-DRESSED FOR WINTER?'

ANSWER: A "KEROP" WITH "VURGE" (Answers tomorrow) Saturday's Jumble: WAGON NEWSY ENTIRE IGUANA Answer: What that attractive lady gambler had—WINNING WAYS

Imprimé par P.O. - 1, Boulevard Ney, 75018 Paris



Language

Close Call on Near Miss

By William Safire

NEW YORK — A miss used to be as good as a mile. Under the pressure of airline euphemism (which turned "safety belts" into "seat belts"), a moment of danger to two aircraft was dubbed a "near miss."



Safire

"One striking air traffic controller told me," reports David Shaffer, of The Express in Easton, Pa., "that 'near misses' was coined because it sounds better than 'near collisions.' He also told me that air traffic controllers refer to such events as 'deals.' Presumably, a 'near miss' by two 74's would be a 'big deal.'"

Since it is now in the interest of the unemployed controllers to cast aspersions on airline safety, their unions' press releases reject the euphemism and issue "reports of near midair collisions." Whatever you think of the union's cause, you have to agree with its terminology: The event described is "nearly a collision," and not "nearly a missed collision."

"flight attendant" is reserved for those who have extra training in safety or food handling, and who fly. Eastern Airlines, which is unionized, looks askance at non-U New York Air and sniffs that the newcomers' "customer-service attendants" are not specialists in stewardessing. New York Air responds by calling its flight attendants "in-flight customer-service representatives," which may be difficult to fit on a call button.

On occasion, airlines triumph. I am caving in on "We will be taking off momentarily," which means "momentarily" meant "for a moment," and not "in a moment." I pause momentarily in respect for a word that has changed its meaning. "Momentarily" is "very soon," or "it won't be long now, folks," or "as soon as the stew finds the handle on the rear door." Straight talkers prefer "in a moment" or the slightly more delayed "soon," but if you're in a hurry for a multistylable affectation, you may use "momentarily."

MEG GREENFIELD, the Newsweek columnist who singlehandedly torpedoed "watershed" as a Washington cliché, has been off on an etymological dig. "Have you noticed how often people have been using 'knock your socks off'?" she inquired. Not wanting to be the last on Prudett Row to notice a vague term, I muttered that I had been tracking the phrase for months and was convinced it was a recent knock-off of knock your block off, which in turn was rooted in knock off one's feet, or bowl over.

Mary Blume

Recipe for a London Restaurateur

LONDON — England produces fine cookbooks, superb food scholars, excellent basic ingredients, and even a few good restaurateurs. But the actual eating of food is a comparatively minor event. It is certainly not the reason why people go to restaurants.

In England the food is not important. In France or Italy if you eat well, you don't care who is next to you. Here they say who are these people? says Enzo Apicella, a jovial Neapolitan with poached blue eyes, a drooping mustache and an unassailable track record for creating fashionable London restaurants.

Apicella "You get no cooperation from the customer here. In Paris and Italy people complain. Here they say nothing and then don't come back. When you find your restaurant empty you realize something is wrong."

The first of these historic restaurants was Mario and Franco's Terazza which opened in Soho with an Apicella decor in 1959. "My biggest asset has been that I've been a customer of restaurants for 35 years. I know exactly what customers want," Apicella says. He has designed 35 English restaurants, plus a pizza chain. "I not only design but do the whole package — the name, the menus, the prices, the launching party. At first owners listen to you like God. The minute they start making money they get a big head."

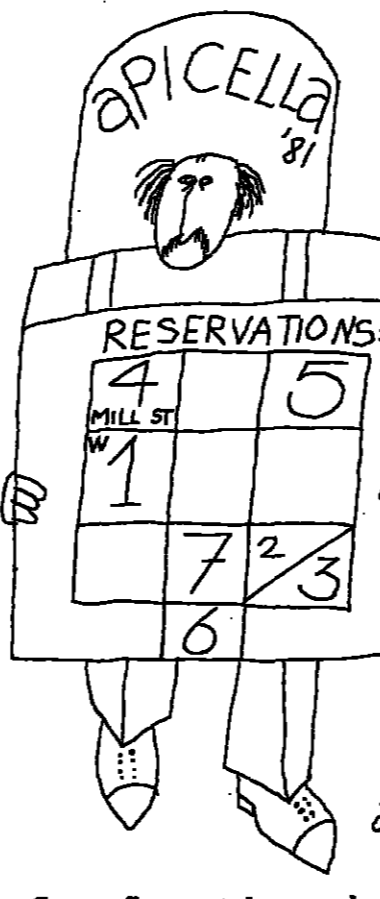
Apicella's training is not in design but in observation: He was, and still is, a successful cartoonist. He came to London when a magazine on opera called Melodrama that he was editing in Venice folded, and after starving for a decent interior he sold some posters to Schweggs for £600.

He is scrupulous about detail: He even designed the graffiti in the owner's room of one restaurant and spent eight weeks tracking down the right tiles for the sidewalk-level border of the new restaurant's facade. He likes wood, white walls, soft spotlights, round tables. In the '60s departing misérables birds proudly wore the marks of his cared chairs on the back of their thighs.

He drinks vodka ("80 percent of all hangovers come from the coloring in drinks") and is fanatical about hygiene ("I read that the English use more soap than anyone in the world. What do they do with it, eat it?") He dances at least two hours each night and always eats out.

The Meridiana restaurant on the Fulham Road, which Apicella has owned since buying out a partner who put cooking Marsala in the refrigerator, is his best quarters and he has lunch there most days. Sometimes he has curried sent in from a nearby Tandoori spot and eats it on spaghetti. He is the only restaurant owner who leaves a tip for the waiter at the end of a meal.

His favorite restaurant in the world is La Coupole in Paris. "They treat you the same whether you order a bowl of soup or a dozen oysters. That would never happen in London."



Can you figure out phone number?

Charles Needs \$4,500 More

PEOPLE: A Week for Married Life

Prince Charles discovered two cannot live as cheaply as one and has given himself a tax-free 50-percent pay raise of \$4,500 a week to meet the extra costs of married life. "In these times everyone has to make ends meet," said a spokesman for Buckingham Palace. The prince said he now would take 75 percent of the \$990,000 he earns annually from estates he owns as Duke of Cornwall. Since his 21st birthday he has kept half the revenues and given half to the state.

Cardiologist Paul M. Zoll received a medal from the Texas Heart Institute for inventing a device physicians first dismissed as a toy — the pacemaker. The device, which has been miniaturized, computerized, internalized and generally much refined over the years, now gives an estimated 1 million heart patients hope for long, active lives. As early as 1952, Zoll, a Boston resident, was using external electrical stimulation to treat patients whose hearts had stopped. In 1956, he used shock to stop runaway heartbeat, called fibrillation. Zoll received the Ray C. Fish Award at the 12th annual cardiology symposium at the Texas Medical Center in Houston.

His great-grandfather was born near the village of Ballyporeen, and that makes President Reagan an Irish ancestor. He followed the Irish enough for the American Irish Historical Association. The president, a descendant of the O'Reagan clan of County Tipperary, has been chosen to receive the society's 1981 medal, given annually to an outstanding American of Irish descent. And if it is a long way to Tipperary, it is just a short hop from the White House to the Seventh Regiment Armory in Manhattan, which is where the president is expected to be on Nov. 6 as the guest of honor at the society's 84th annual banquet.

Princess Diana, who has been married since July 29, has a new house in London. It is a 17th-century mansion that she bought for \$250,000 less than its asking price. The house is in the fashionable Kensington area and is the only house in the area that she has bought. The house is a 17th-century mansion that she bought for \$250,000 less than its asking price.

Director Frank Capra, whose stylish films in the 1930s and '40s were a whimsical celebration of the common man, was selected as the 10th recipient of the American Film Institute's Life Achievement Award. Capra, 84, first won recognition in 1934 for "It Happened One Night," which garnered five Academy Awards. He followed it with a string of distinguished films, including "Mr. Deeds Goes to Town," "You Can't Take It With You," "Lost Horizon," "Mr. Smith Goes to Washington," "Arsenic and Old Lace," and "It's a Wonderful Life." Capra, an Italian immigrant who came to the United States at the age of 6, will receive the AFI award next March 11 at a dinner and tribute in Beverly Hills.

Oil magnate Armand Hammer has been named by President Reagan to a seat on the presidential Cancer Panel, which was created in 1971 to monitor "development and execution of a national cancer program."

Religious Finds

AVELLINO, Italy — Excavations at the site of a medieval church at the nearby town of Pratola, discovered during the recent rehabilitation work for earthquake victims, have produced a number of ancient treasures, including manuscripts and gold artifacts, local authorities reported.

Moving

WILL TAKE GOOD CARE OF YOU INTERDEAN The International Mover

Table with columns for cities: AMSTERDAM, ATHENS, BARCELONA, BOSTON, BRUSSELS, CHICAGO, DUBLIN, GENEVA, HONG KONG, LONDON, MADRID, MILAN, NAPLES, NEW YORK, PARIS, ROME, VIENNA, ZURICH. Each row lists a city and a corresponding phone number.

ANNOUNCEMENTS

SUBSCRIBE TO THE WALL STREET JOURNAL INTERNATIONAL AIR EDITION! Rates for U.K. & Continental Europe: 1 Year \$225, 6 Months \$125, 3 Months \$65.

REAL ESTATE TO RENT/SHARE

PARIS AREA FURNISHED YOUR STUDIO AT THE CLARIDGE 74 Champs Elysees 8th 1 month or more. A prestigious address. Reception Service, maintenance, security, private club. Tel: 359 47 57

CLASSIFIED ADVERTISEMENTS

Real Estate and Employment Classifieds. Includes sections for 'REAL ESTATE TO RENT/SHARE', 'EMPLOYMENT', 'AUTOS TAX FREE', and 'HOLIDAYS & TRAVEL'. Contains various listings for properties, jobs, and travel services.

International Business Message Center

Business and Financial Classifieds. Includes sections for 'BUSINESS OPPORTUNITIES', 'FINANCIAL INVESTMENTS', and 'OFFICE SERVICES'. Contains various listings for business deals, investments, and office equipment.

Autos Tax Free Classifieds. Includes sections for 'AUTOS TAX FREE', 'EMPLOYMENT', and 'HOLIDAYS & TRAVEL'. Contains various listings for tax-free cars, jobs, and travel services.

PLACE YOUR CLASSIFIED AD QUICKLY AND EASILY

Form for placing classified advertisements. Includes fields for 'NAME', 'ADDRESS', 'CITY', 'COUNTRY', 'PHONE', and 'FAX'. Also includes a section for 'PARIS (HEAD OFFICE)' with contact information.

44% of International Herald Tribune readers are in senior management. Herald Tribune ad. Includes contact information for the newspaper's advertising department.